

Statewide Shoreline Education, Outreach and Stewardship Strategy

Shoreline Values Survey Summary

March 2011

Ecology's Shoreline Education, Outreach and Stewardship Strategy (SEOSS) planning team conducted a statewide survey in January-February 2011. The survey asked individuals to identify words and phrases that would be meaningful to Washington residents and that would communicate the importance of all places "where land and water meet."

The 635 respondents were also asked about activities they participate in, on, or near shorelines and why they value shorelines. The survey contained some questions from prior public opinion surveys conducted by the Department of Ecology (see "[Public Opinion on Shoreline Management in Washington State](#)", publication #04-06-028).

Link to responses:

http://www.surveymonkey.com/sr.aspx?sm=nU0INenPKUTfZOHE_2fJk5V50xf_2f_2fCSaEOeel_2fxMBP6M8_3d

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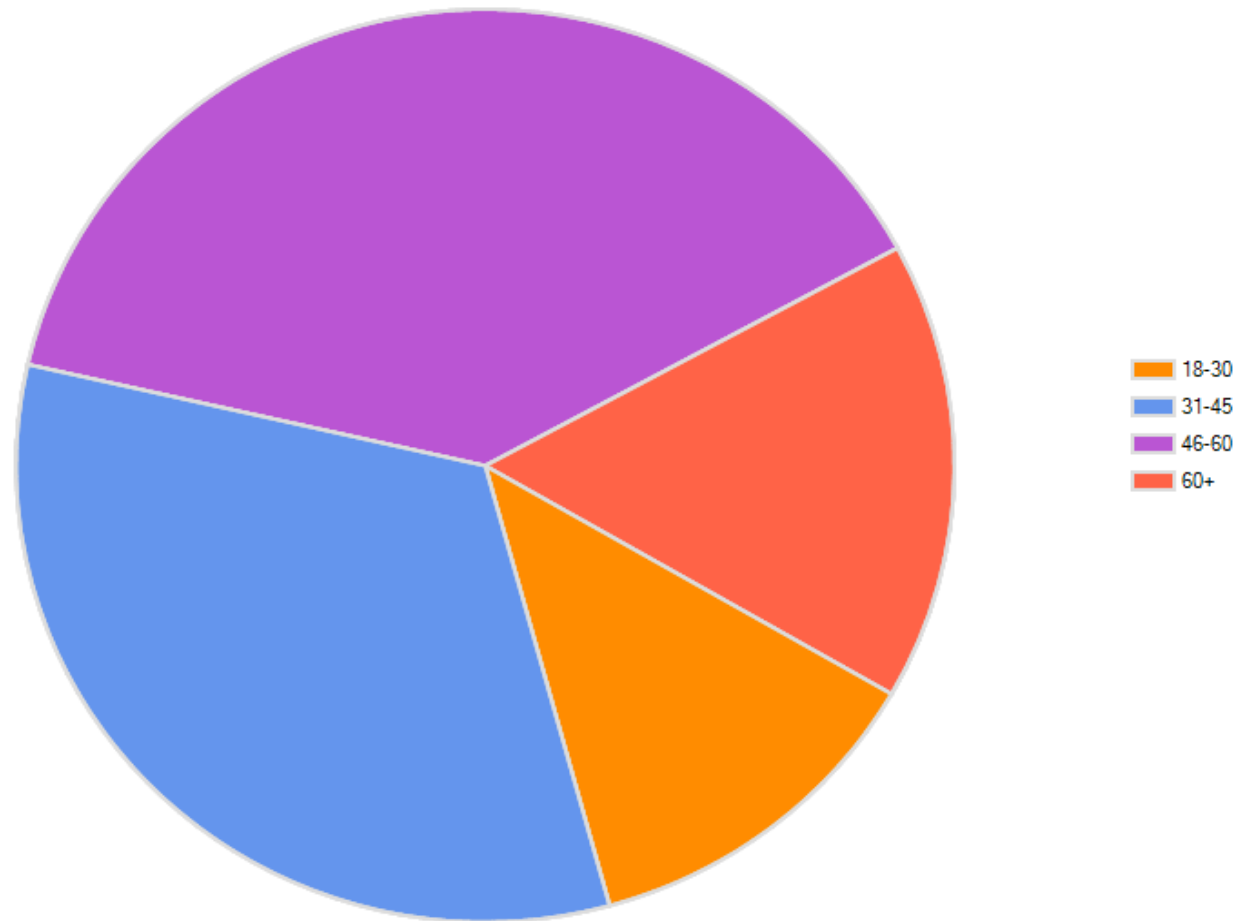
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Basic information about respondents

- 635 respondents from all parts of the state
- Urban (38%), suburban (30%), rural (30%)
- Most common type of waterbody near respondents: Puget Sound (58%), River (26%), Lake (15%):
- Age of respondents:

FIGURE 1

Please tell us your age.



Rate Words, Slogans, Phrases

Respondents were asked to rate several words, slogans, and phrases that describe shorelines and shoreline stewardship. The terms in order of preference used to describe areas “where land and water meet” are:

1. Beach
2. Shoreline
3. Bank
4. Coast
5. Shore
6. Water’s edge

The top campaign names chosen by respondents are:

1. Our Living Shorelines
2. Shorelines are for Everyone

The top slogans/tag lines chosen by respondents are:

1. Share the Shore
2. Embrace the Water’s Edge

The top combination for names and slogans are:

1. Our Living Shorelines – Embrace the Water’s Edge
2. Shorelines are for Everyone – Do Your Part

Interacting with and the value of shorelines

Respondents were asked some questions about how they interact with shorelines and why they value them.

Our respondents generally enjoyed the natural qualities of shorelines and visited them frequently. The most popular activities were also related to a nature connection, whether just enjoying the beauty or walking/hiking. Over 85% of respondents “strongly agreed” that shorelines should be protected for habitat and future generations to enjoy.

See Figures 2-4 on the following pages for more information.

FIGURE 2

**Please identify the primary qualities that attract you to shorelines of Washington's waters.
Please choose no more than 3.**

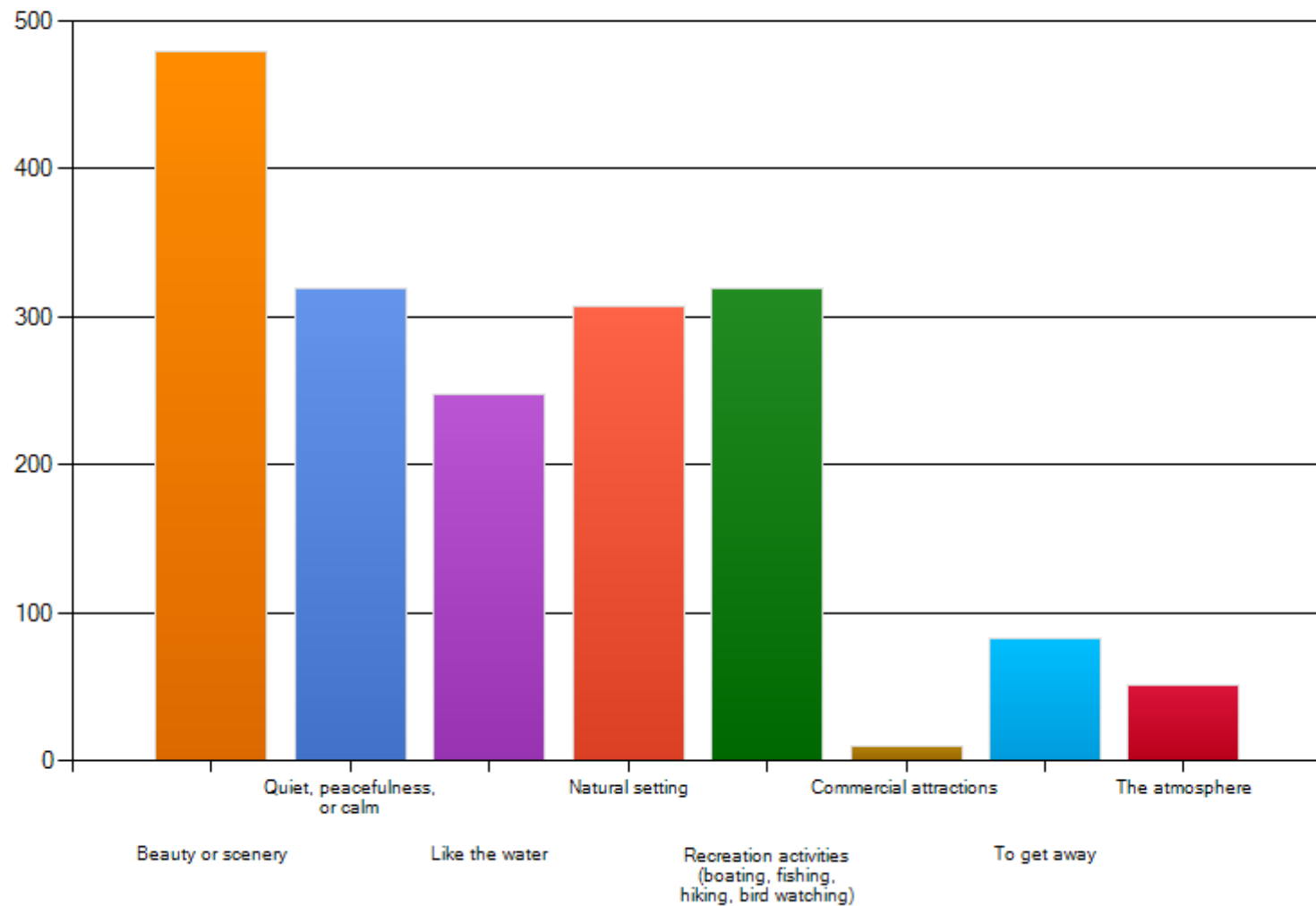


FIGURE 3

When you visit the shorelines of Washington's waters, how often do you participate in these activities?

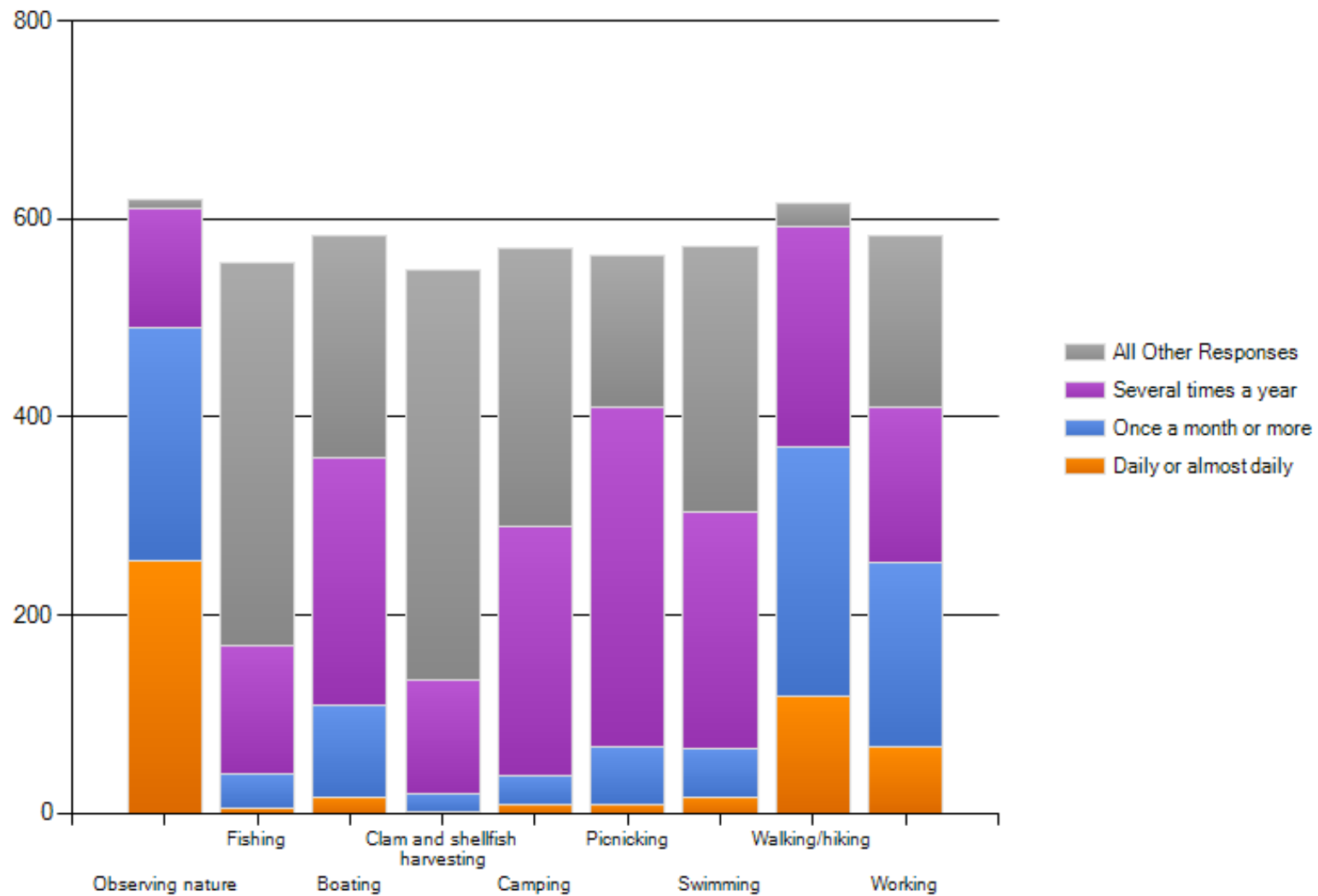
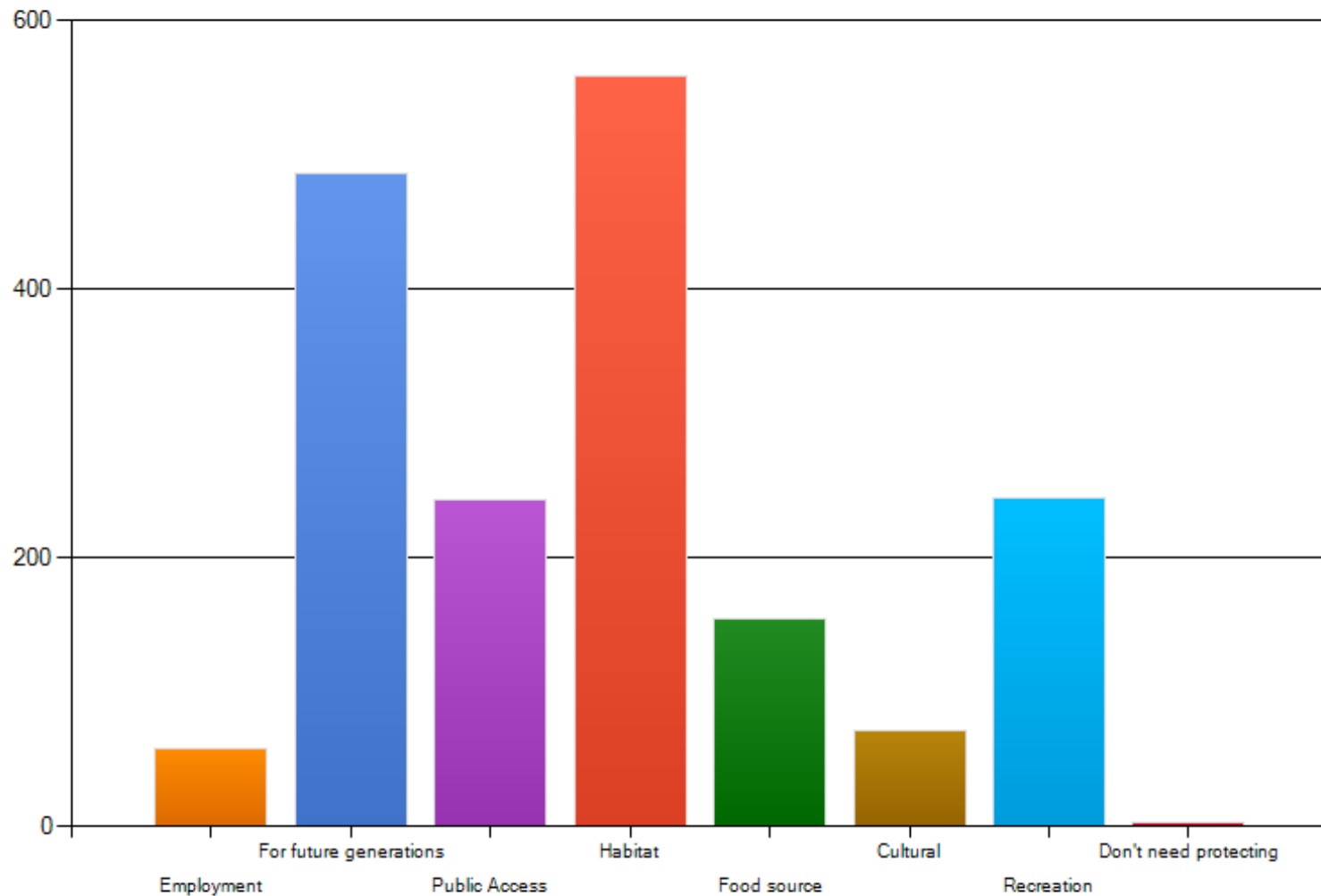


FIGURE 4

Why do you think the shorelines of Washington's waters should be protected? Please check your top 3 choices.



Ways to receive information

Lastly, we asked respondents to share how they prefer to receive information and learn more about protecting shorelines. The most popular method respondents chose was websites. The next closest method was by attending special events or workshops.

FIGURE 5

If you want more information on Washington's shorelines, what sources would you be most likely to use? Please choose your top 5 methods.

